MAIL

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Friends, I want to bring you current on our plans for the music festival we are planning for early November.

I want to make sure LAPD is aware of this community event, and that we also can earmark additional BID Patrol over that time. Steve, you and I can look at where the slack is in both budgets, as this spans two BIDs.

This festival is intended to present a neighborhood "night-life" experience in Hollywood. We are trying to change the image of Hollywood by celebrating the authentic music and artistic options that are here. As such, the BID is "curating" over four days/nights dozens of different musical experiences, acts, pop-up art shows, comedy, etc - and inviting the the public in to experience Hollywood as a walkable neighborhood. No tickets are being sold. Most venues will offer free entertainment, and others will sell tickets as usual.

The activity is largely going to be centered around Selma and Cahuenga - very little will happen on Hollywood Blvd.

The festival hub will be at Space 1520. So far, here is a list of all the venues who will be participating
St. Felix
Record Parlour
Hotel Café
Aventine
Ricardo Montalban
Amoeba
Palladium
Outpost
EaCa Alley
Second City
Bardot at Avalon
Fonda
Hemingways

Each night, our festivities will be over by midnite. There are no nightclubs participating in this festival.

Here is a website that describes it:
http://onlyinhollywood.org/festival/

So, Captain Zarcone, wanted to make sure you are able to plan for this - and I realize this happens the week after Halloween. I trust this will be a much more mellow experience.

Additionally - and this is why I'm including Dan and Amy on this as well - we've had some questions from some venues who want to have music to offer over the course of the festival. We are encouraging "unconventional" venues to participate - this is something that one experiences at South by Southwest, for example. So, a dry cleaner might have a band - (that won't happen here, but you get the drift).

So, we've had a question from two restaurants - Kitchen 24 and Outpost. They don't have permits to have music, but would like to have music during the festival. Is is possible to apply for a special permit to allow for that for a limited time?

Please reach out with any questions.

Kerry

KERRY MORRISON
Executive Director

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